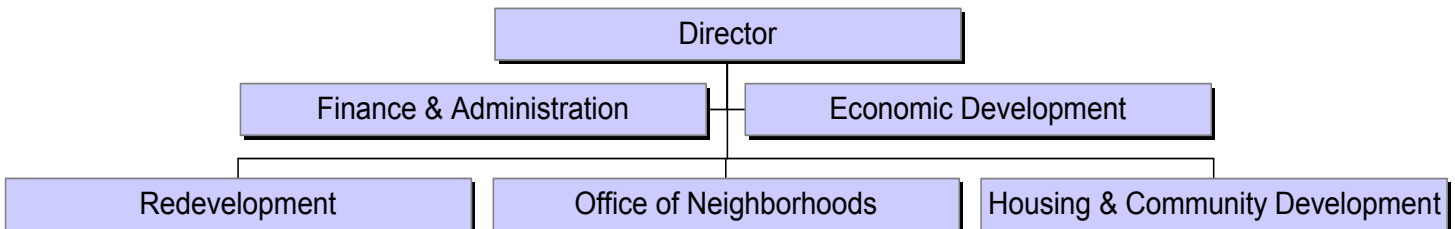


## Development



### Description of the Service

The Development Department includes the Redevelopment Agency of the City of Riverside, economic development efforts for the City, the Office of Neighborhoods, and the Housing and Community Development program, which oversees the federal programs funded by the U.S. Department of Housing and Urban Development (HUD).

The Finance and Administrative Division provides departmental support, financial analysis, project financial structuring, cash flow planning for the Agency's operations, and preparation of legally required reports to federal and state agencies.

The Redevelopment Agency encourages and facilitates activities of a public nature through the promotion of new development and rehabilitation of existing structures in private and public development projects in the redevelopment project areas of the City. Redevelopment exists to eliminate urban blight, increase the tax base, create more jobs, attract a diversity of people and businesses and encourage preservation of significant historical structures. The Agency has established several project areas within the city: Arlington, Casa Blanca, Magnolia Center, University Corridor/Sycamore Canyon and Downtown/Airport. The Eastside Project Area time limit has expired and the project area is now inactive except for debt service payments.

Economic development activities include business and marketing outreach to retain, expand and attract businesses and jobs in the city. The division also administers numerous economic development programs and services, including the Enterprise Zone Programs, the Industrial Development Bond Program and the Office of Small Business Assistance.

Riverside is an entitlement city for funds from the U.S. Department of Housing and Urban Development. The City receives entitlement funds for the Community Development Block Grant (CDBG) and HOME program for activities within the City of Riverside. In addition, the City receives Emergency Shelter Grant funds for homeless services and the Housing Opportunities for Persons with Aids (HOPWA) funds the entire area of Riverside and San Bernardino Counties. The Housing and Community Development division administers all the entitlement programs, as well as the low/moderate housing funds for the Redevelopment Agency.

The Office of Neighborhoods recently moved from the City Manager's Office to the Development Department to provide for better alignment among services and programs. The Office of Neighborhoods provides neighborhood organizing support and a direct link between neighborhood groups and the services and resources available to them in addressing quality of life issues at the neighborhood level.

## Development

### Mission Statement

The mission of the Development Department is to provide a variety of economic development, redevelopment, community development and housing programs so that residents and businesses may enjoy economic prosperity and a safe, attractive community environment.

### Strategic Priorities Addressed

- Preserve and Improve our Quality of Life
- Address Riverside's Social Concerns with Community Involvement
- Beautify the City

### Major 2003/04 Priorities

- Successfully complete the priorities of the redevelopment project areas:
- Arlington – Magnolia Avenue Streetscape Project and Van Buren Village Project.
- Casa Blanca –Madison Streetscape Project (Phases II and III) and Learning Center campus.
- Magnolia Center – Riverside Plaza.
- University Corridor – University Village and University Lodge property.
- Downtown/Airport – Retail/restaurant opportunities, "Heliport" site, Stalder Building site and Municipal Airport expansion.
- Project area formation and expansion in Hunter Park/Northside, Arlington project area, and Arlanza/La Sierra.
- Establish awareness of Riverside economic development opportunities in Orange County, Los Angeles County, and San Diego County.
- Facilitate the creation of 1,500 new jobs through business attraction and expansion outreach activities.
- Promote economic development in the City through focused marketing and outreach to target industries.
- Expand home ownership and rehabilitation programs citywide.
- Implement recommendations of the Homeless Advisory Committee report.
- Strengthen partnerships with community of faith leaders to implement solutions to social concerns.
- Establish a Neighborhood Resource Team to conduct assessment of City's outreach efforts regarding social issues, define the social issues of concern to the City, and coordinate city outreach efforts.
- Provide leadership training to 50 residents in order to strengthen the community's ability to enact and manage change.

### **Programs and Program Goals**

#### **FY 2003/04**

**Finance and Administration:** To provide departmental support, administration, and fiscal management to the Development Department's programs so that program outcomes are achieved in compliance with federal, state and local objectives and legal reporting requirements.

**Redevelopment:** To stimulate economic investment by participating in real estate-based development projects and public improvements that increase economic vitality and improve physical conditions in target redevelopment project areas for the benefit of the entire city and its residents in order to eliminate physical and economic blight as defined by the California Community Redevelopment Law (CRL).

**Economic Development:** To provide business outreach marketing activities and business attraction, expansion and retention services for new and existing businesses and developers in order to increase private investment, augment job creation, and enhance city revenues.

**Housing and Community Development:** To support the revitalization of the community through the administration and oversight of federal programs, development of affordable housing opportunities, preservation of the City's existing affordable housing stock, and administrative support to neighborhood organizations to assist low and moderate income individuals.

**Office of Neighborhoods:** To act as liaison and advocate for City neighborhoods at City Hall; encourage and facilitate the formation of neighborhood associations citywide; and provide support to the Riverside Neighborhood Partnership in order to enhance citizen participation in local concerns.

## Development

### Performance Measures

	Actual	Estimated	Target
	2001/02	2002/03	2003/04
% of legally required housing, grant, and other reports prepared within established timeframes.	100%	100%	100%
# of jobs created, attracted or retained	1,581	1,600	1,700
\$ increase in taxable sales (in millions)	\$107	\$80	\$100
\$ private investment generated (in millions)	\$193	\$100	\$100
# of businesses retained, expanded or relocated	31	18	20
# of economic development groups supported	12	12	12
# of trade shows supported	8	8	8
% of federal funds used to assist low and moderate income individuals	84%	80%	80%
% of required reports filed by deadlines	80%	100%	100%
% of subrecipients monitored	100%	100%	100%
# of affordable housing units produced or rehabilitated	79	81	85
% increase in assessed property valuation in all project areas	6%	6%	5%
# of residents participating in Neighborhood Conference	275	400	450
% increase in neighborhood groups registered with the City	30%	15%	15%

### Recent Accomplishments

- Continued Implementation Phases II and III and completed parking garage at University Village.
- Structured financial assistance for relocation of Toad-in-the-Hole Restaurant to Downtown.
- Acquired and resold property to assist the development of the new Tamale Factory restaurant.
- Placed 70 ads in 23 different publications to market Riverside.
- Provided information and/or referrals to over 100 businesses, including 23 small businesses.
- Succeeded in attracting over 1.5 million square feet of speculative industrial space.
- Received three Economic Development awards for excellence and four Addy marketing awards.
- Partnered with Public Utilities on executing 5 Economic Development Electrical Rate contracts.
- Completed a marketing plan for the citywide branding and imaging program and implemented a spring pilot marketing program.
- Planned and coordinated Riverside Neighborhood Conference leadership training for 275 residents.
- Implemented the Neighborhood Matching Grant Program.
- Identified site, services, and partial funding for the Arlanza Neighborhood Resource Center (Arlanza Neighborhood Initiative).
- Received preliminary approvals, and was awarded \$750,000 from the State of California, for the renovation and expansion of 64 large family housing units at Topaz and Turquoise Streets (2005), and was awarded \$300,000 from the State of California to implement a program to encourage infill single family housing development in low to moderate income neighborhoods.
- Finished all initial phases of the Indiana Townhomes Project (35 units), and have funded two additional fourplex buildings to be completed in 2004.
- Implemented the award winning "Riverside Community At Home" community development newsletter that is sent to all city residents twice annually.
- Expanded the City's housing Downpayment Assistance Programs and Facade Improvement programs on a citywide basis.

## Development

**Department Summary**

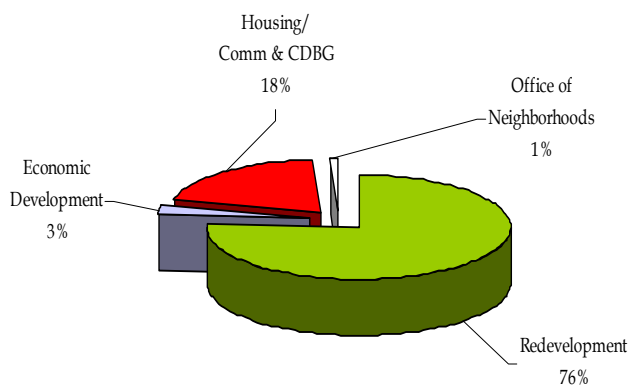
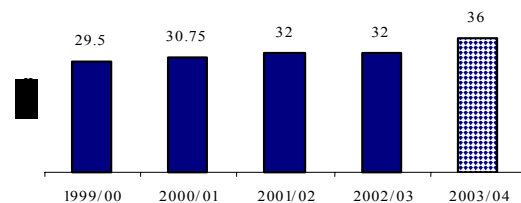
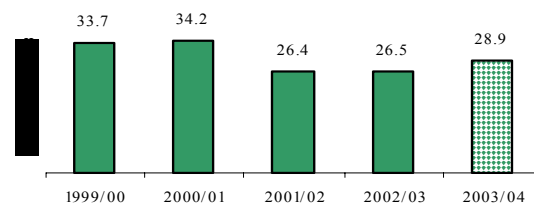
<b>Budget Summary</b>	<b>Actual 2001/02</b>	<b>Budget 2002/03</b>	<b>Approved 2003/04</b>	<b>Change</b>
Personnel Services	1,955,281	2,672,911	3,149,655	17.8%
Non-Personnel	6,651,954	7,003,449	7,812,828	11.6%
Special Projects	12,477,904	5,966,539	7,099,707	19.0%
Equipment Outlay	50,082	7,740	7,740	0.0%
<i>Direct Operating</i>	21,135,221	15,650,639	18,069,930	15.5%
Debt Service	10,671,833	10,984,399	11,116,847	1.2%
Capital Outlay	4,215,672	0	0	---
Charge From Others	4,633,649	11,556,919	12,339,280	6.8%
<i>Gross Budget</i>	40,656,375	38,191,957	41,526,057	8.7%
Charge To Others	(3,696,413)	(11,713,445)	(12,526,864)	6.9%
<b>Net Budget</b>	36,959,962	26,478,512	28,999,193	9.5%

**Expenditure Summary (Gross Budget)**

Redevelopment	34,518,403	29,936,211	31,546,310	5.4%
Economic Development	952,226	1,187,854	1,355,146	14.1%
Parking Facilities	1,059,134	0	0	---
Housing/Comm & CDBG	4,126,612	7,067,892	8,195,312	16.0%
Office of Neighborhoods	0	0	429,289	---

<b>Expenditure Total</b>	40,656,375	38,191,957	41,526,057	8.7%
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<b>Personnel Summary</b>	30.75	32.00	36.00	4.00
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**Program Summary****Spending Distribution****Personnel Summary****Historical Budget Expenditures**

1999/00	2000/01	2001/02	2002/03	2003/04
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